# Corporate Engagement

## What We Do

### Find & Meet Industry Contacts
- Help faculty and staff find and meet industry contacts in R&D, tech scouting, corporate foundations, university relations and more

### Background Information
- Provide background information on current relationships between companies and the entire university

### Proposals
- Review proposals and supporting correspondence to formal and informal corporate grant-makers

### Campus Visits
- Administer scheduling, space and provisions for campus visits by corporations
Corporate Engagement | Campus Coordination

- Executive Education
- Economic Development
- Career Services
- INVO
- Sponsored Programs
- Schools
- Student Groups
Corporate Engagement | Who We Are

Jim Bray  Director  Medill, Pritzker, SoC, SESP, Athletics
Tim Angell  Sr. Assoc. Dtr.  Farley, FSM, SQI, CLP, Library, Student Groups
Sheila Kessler  Assoc. Dtr.  The Garage, Segal, DFA
Kara Moore  Assoc. Dtr.  ISEN, Kellogg, WCAS, NUTC
Kate Rice  Sr. Assoc. Dtr.  Student Groups, Gift Processing, Web Site, Social Media
Emma Walsh  Program Asst.
Corporate Engagement | Who We Are

- **Independent from:**
  - McCormick Corporate Relations
  - Feinberg Corporate Relations
  - Kellogg Corporate Partnerships
  - Pritzker External Partnerships

ARD, VP Schools and Programs

VP, Research

Corporate Engagement
Corporate Engagement | Pre-Award

- Identify Industry Funding Opportunities
  - If Research Funding – we work with ORD
  - If Program Funding – we send to all relevant parties
  - Ensure limited submissions coordination

- Help with Proposal Development
  - Help with common (and uncommon) deliverables
  - Indirect costs
  - Collaborate with OSR and ORD
Corporate Engagement | Post-Award

• Appropriate accounting for grants, awards, gifts
  • Checks, Wire Transfers, In-kind
  • Gift vs Grant
  • Coordination with OSR, OGC, ASRSP

• Relationship Management
  • Share appropriate information
  • Find new corporate connections for PIs and Administrators
Dashboard Highlights:
- Metrics
- Philanthropy
- R&D Snapshot
- Key Leaders & Alumni
- Recruiting
- Recent Involvement
- Company Profile

Source: Corporate Engagement Dashboards (Kara Moore)
What We Do: Examples of Highlighting NU Strengths & Faculty Research
Corporate Engagement | Relationship Management & Cultivation

Alignment: Let’s Go Places Together

Northwestern Strengths
– Multidimensional & Adaptive
– Powerful Collaborations
– Pioneering Innovation
– Meaningful Impact

Toyota Smart Mobility
– Interactive Intelligence
– Vehicle Enhancement
– Vehicle Connected Intelligence

Source: Toyota Pitch Deck
Northwestern | Multidimensional and Adaptive

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**ISEN** | INSTITUTE FOR SUSTAINABILITY AND ENERGY AT NORTHWESTERN

- Advancing global sustainability and energy solutions through transformational research, interdisciplinary education and public engagement
- Dozens of affiliated faculty from 5 different schools across the University
- Partnerships with several companies, active participation on executive council

**Research areas:**
- Creating sustainable cities and managing the risks of climate change
- Solar energy and fuels
- Catalysis and sustainable materials
- Nanotechnology for environmental remediation
Partnering with You
Corporate Engagement | Next Steps

- Reach out to us to brainstorm companies or gather intel on corporate campus information
- Update NU Scholars with PI information
- Sign up for the Foundation Relations & Corporate Engagement RFP newsletter
Thank You & Questions